

# Example: Segmenting visitors based on modification clicks

This example shows you how to use a [trigger](#) to segment visitors based on the modifications they have clicked. This helps you to personalize the content shown to visitors based on their interests. This type of trigger is also useful when you want to see how a modification is performing or use click tracking to compare modification clicks to conversions.

In this example, visitors that click a modification with a specific ID will be segmented. You must first [create a trigger](#) to track modification clicks, and then [create a segment](#) based on the trigger.

## Creating the trigger

To create the trigger:

1. In the Frosmo Control Panel, select **Triggers**.
2. Click **Create trigger**.
3. Define the following settings:
  - **Name:** Enter "Modification click 12345".
  - **Evaluation point:** Select **Core event**.
  - **Event type:** Select **Modification click**. This means that the trigger is evaluated once the specified modification is clicked.
  - **Rules:** Click **Add new rule**, select **Event data**, and set the following rule:

The data value of the *Modification ID* property is *exactly 12345*.

This means that the trigger is fired when a visitor clicks the modification with the ID "12345".

**Name\***

Modification click 12345

**Description**

**Evaluation point\***

Define the event when the platform evaluates whether to fire the trigger. [Learn more](#)

Core event

**Event type\***

Select the type of Frosmo Core event. [Learn more](#)

Modification click

**Rules**

To limit when the trigger is fired, add rules. [Learn more](#)

**Event data**

The data value of the Modification ID property is exactly

12345

Add new condition

Add new rule

**Alias**

To bind a JavaScript function to the trigger, enter the function name as the alias for the trigger. [Learn more](#)

4. Click **Save**.

## Creating the segment

To create a segment for visitors who click the modification:

1. In the Frosmo Control Panel, select **Data Management > Segmentation > Segments**.
2. Click **Create segment**.
3. Define the segmentation rules:
  - a. Click **Add new rule**, select **Trigger**, and set the following rule:
 

The visitor has triggered *Modification click 12345 more than equal to 1* times, with *each trigger event* counted.

This means that in order to get segmented, the visitor must click the modification with the ID "12345" at least once. Every click is counted.
  - b. Set the time limit based on the start and end date of your modification. The default time limit is 14 days.

**Rules**

Define the rules for segmenting a visitor. [Learn more](#)

The visitor has triggered  more than or equal to  times, with  counted.

**Time limit**

Select the time period within which the visitor's actions must fulfill the rules. [Learn more](#)

days

4. Select **Description**, and enter "Clicked modification 12345" as the segment name.
5. Click **Save**.

Visitors that click the modification with the ID "12345" will now be segmented.

You're done with this example!